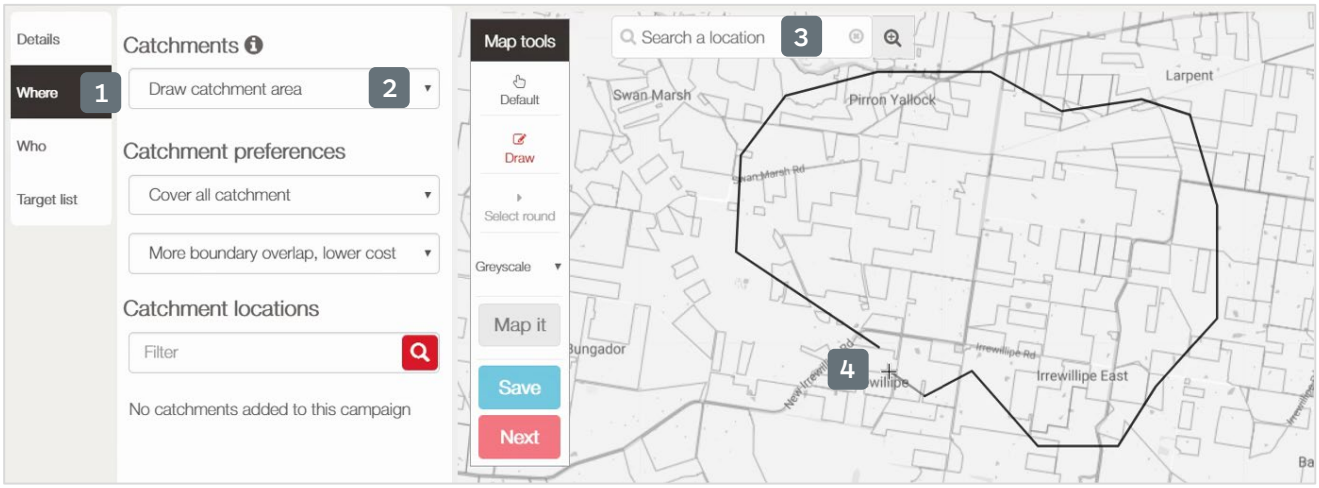
Mapping Catchments
Drawing Catchment Area

Using Campaign Targeter, you can create a catchment of any size and shape by simply drawing it on the map.

1. Select the “Where” tab.
2. Select “Draw Catchment Area” from the catchment method drop-down list.
3. Find the desired location for your catchment area by moving and zooming the map or using the search field provided.
4. Draw your desired catchment shape by plotting the points of its boundary. Complete the shape by double-clicking the last point or by reselecting the starting point to close the shape.



You can draw multiple catchments using this method.

5. Choose your campaign preferences and select “Map It” to preview your campaign delivery.

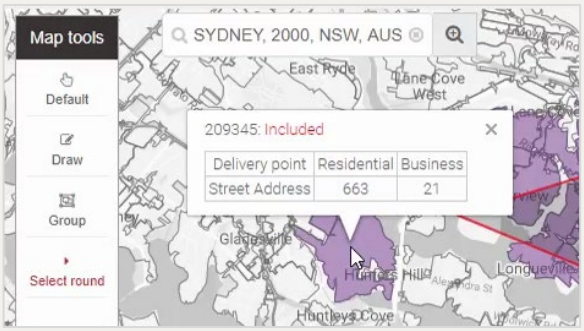
Note: Select “Map It” every time campaign preferences are changed to refresh delivery counts and indicative costs.

Use the mapping tools to further refine your delivery area

Select Round
Select individual postal rounds to include or exclude from delivery as Unaddressed Mail.

Select SA1
Select individual SA1s to include or exclude from delivery using the AusPost Acquisition Mail product.

Group
Use this tool to group multiple catchments together when planning your campaign. Refer to **Mapping Catchments – Reference Layers** to find out more.



For more helpful information and to register, visit: auspost.com.au/campaigntargeter

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